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PACIFIC  TELESIS  
Group-Washington

December 11, 1996

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**EX PARTE**

William F. Caton  
Acting Secretary  
Federal Communications Commission  
Mail Stop 1170  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

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Federal Communications Commission  
Office of Secretary

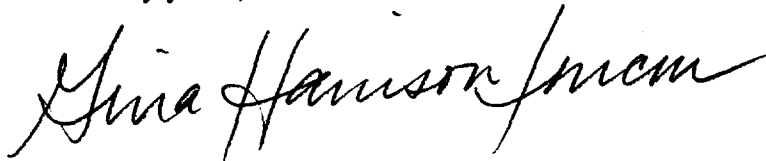
Dear Mr. Caton:

Re: Non-Accounting Safeguards for Electronic Publishing, CC Docket No. 96-152

Yesterday, Jeff Killeen, President and Chief Executive Officer, and Bruce Ramsey, General Counsel and Vice President, Pacific Bell Interactive Media, Michael Yourshaw of Wiley, Rein, and Fielding, and I met with Andrea Kearney, Robert McDonald, Raelynn Tibayan Remy and Lisa Sockett, of the Policy and Program Planning Division, Common Carrier Bureau to demonstrate PBIM's "At Hand" service, as described in the materials in Attachment A, and to discuss the issues summarized in Attachment B and correspondence and article in Attachment C. Please associate this with the above-referenced docket. We are submitting two copies of this notice, in accordance with Section 1.206(a)(1) of the Commission's rules.

Please stamp and return the provided copy to confirm your receipt. Please contact me should you have any questions.

Sincerely yours,



**Attachments**

cc: A. Kearney  
R. McDonald  
R. Tibayan Remy  
L. Sockett

No. of Copies rec'd 021  
List ABCDE

# News Release

Pacific Bell Interactive Media  
25 North Lake Avenue, Suite 300  
Pasadena, California 91101  
Telephone: 818.585.4AtHand  
Fax: 818.585.9774  
www.athand.com



## FOR IMMEDIATE RELEASE

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### **PACIFIC BELL INTERACTIVE MEDIA ANNOUNCES PACIFIC BELL AT HAND INTERNET GUIDE TO CALIFORNIA PRODUCTS AND SERVICES**

PASADENA, CALIF., April 24, 1996 -- Pacific Bell Interactive Media today announced that it is developing Pacific Bell At Hand<sup>sm</sup>, a free Internet guide to California which will combine enhanced listings of products and merchants, side-by-side with localized advertising and respected editorial articles -- all organized around categories of interest.

"At Hand will be a deeply informative guide to products and services in local neighborhoods throughout California," said Jeff Killeen, president & CEO of Pacific Bell Interactive Media. "While At Hand will be accessed via the Internet it will be about your life, your interests, your state."

Pacific Bell At Hand will differ clearly from "directories," whether print or online. At Hand's approach is not to be an index but rather a solutions provider. It will be even more detailed than local print directories, and will be equally as deep for the entire state. Users will have ready access to useful, well-organized information, not only about the place where they live but about the neighboring county or where they're going for the weekend. At Hand will be much more focused and complete than online directories that are attempting to cover the entire nation. To ensure superior information, Pacific Bell At Hand has called over a half-million California businesses in the past few months and created more than 140,000 enhanced, exclusive and up-to-date listings in the targeted categories.

--more--

Pacific Bell At Hand is organized into themes of interest. Initially, three guides -- Entertainment & Leisure, House & Home, and Sports & Outdoors -- will launch when At Hand opens this summer. Within each comprehensive guide, At Hand will combine product and merchant information, relevant advertising, and topical, branded, editorial content on each webpage.

For example, what if you're getting ready to host your first barbecue at your new place? At Hand helps you think of everything you'll need, find out about special discounts and local sales, and locate the retail sources that have just what you want -- it can even print maps to the stores. At the same time, you might spot an entertaining article on barbecuing tips or great seasonal recipes.

"Pacific Bell At Hand will bring together a wealth of information and place it at your fingertips as no resource has ever done before," Killeen said. "This will be the most rewarding place to go to find product, lifestyle and merchant information in California."

California is arguably the epicenter of the Internet: 35% of all Internet traffic originates in California; 30% of North American domain names are registered in the state; and an additional one million California households are expected to have Internet or online services by the end of 1996.

Until its grand opening this summer, At Hand's website (<http://www.athand.com>) is presenting an entertaining game which will highlight the guide's regional focus by testing users' knowledge of the state. Winners will be rewarded with gift certificates, weekend getaways and other local prizes. The game, along with At Hand's playful visual identity and website interface, was designed by CKS Partners, Inc., a leading Internet design firm.

One of the most innovative aspects of Pacific Bell At Hand is the way it will organize respected editorial content with topics of interest to the user. This unique presentation will provide magazine and specialty publishers with an exciting new way to present and package their editorial resources to interested readers, and potentially reach new subscribers, while increasing their advertisers' visibility. At Hand has signed agreements with many publishers and will announce these alliances over the coming weeks.

"We believe that At Hand will have a cleaner, fresher interface than other online guides or directories," Killeen said. "Instead of cluttering up the page with lots of banner ads, we will integrate topically related advertising into the viewer's environment -- advertising when you ask for it is information."

AtHand's Web guide is being built with state-of-the-art functionality that will provide additional interface benefits to users over time. The flexible technology foundation is designed to scale up as new theme guides and regions are added. The website is being crafted by the award-winning team at Presence, Inc., the company that built Hot Hot Hot!

"Pacific Telesis is very determined to make At Hand a successful model for the future," said Lee Camp, president and CEO for Pacific Telesis Enhanced Services. "We see this as the beginning of an important opportunity for developing new media and delivering services via emerging distribution channels."

The fact that Pacific Bell Interactive Media was formed as a separate subsidiary shows the parent corporation's understanding of the need to focus and move nimbly in this radically evolving market. "We know this is new territory so we've brought in a lot of great minds," Camp noted, "We believe we're structured for success."

Pacific Bell Interactive Media develops and markets useful, rewarding information and shopping services for consumers, and provides innovative marketing communications media for advertisers. Pacific Bell At Hand<sup>sm</sup> acts as a locally oriented, electronic intermediary through which users can identify, locate and interact with a wide variety of theme-based information resources, and through which businesses can advertise, communicate and transact with consumers. Pacific Bell Interactive Media is a subsidiary of Pacific Telesis Group, a diversified telecommunications corporation based in San Francisco. Pacific Bell Interactive Media, is located at 35 North Lake Avenue, Suite 300, Pasadena, Calif. 91101. For business information call (888) 4At-Hand, fax (818) 585-9774. The information email address is: reachus@athand.com.

# # #

At Hand<sup>sm</sup> is a trademark of Pacific Telesis. All other trademarks are the property of their respective owners.

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## **SPORTS & OUTDOORS PLAY ON AT HANDSM Pacific Bell At Hand's New Website Integrates Editorial Content**

**PASADENA, Calif., June 13, 1996 --** Where can you go to find tips for avoiding sand traps in Palm Springs? Salmon runs in the Bay? Maps of Monterey? Online users will soon be able to access Pacific Bell At HandSM to find everything from 1.2 million California merchant listings to surfboard reviews -- literally, everything under the sun. **Foghorn Press, HarperCollins Publishers, New York Times Company Magazine Group, World Publications, Inc. and Competitor, Inc.** are contributing in-depth editorial content, equipment reviews, weekend getaway locations, sporting instructions, and more to At Hand, making it the most comprehensive and content-rich California resource on the Web. At Hand ([www.athand.com](http://www.athand.com)) is scheduled to launch this summer.

At Hand is a free, California-specific Internet guide that combines enhanced listings of products and merchants under themes of interest. The first three themes on the site are Sports & Outdoors, Entertainment & Leisure, and House & Home. Ten more themes are in development.

Examples of publications providing At Hand with unique content to be accessible within the Sports & Outdoors category of the website are *Golf Digest*, *California Camping*, *Tennis*, *Sport Fishing*, *Ski Country Access Guide* and *Competitor Magazine*(R).

"We're very proud to be working with these notable publications to create a single place where people can go to find an answer to almost any question about California recreation," said Jeff Killeen, president and CEO of At Hand. "We expect that both novice and experienced Web users will find At Hand to be one of the most valuable resources available on the Net."

"With At Hand's unparalleled listings and Foghorn Outdoor's in-depth California guide-books, the At Hand site is second only to actually being outdoors," said Vicki Morgan, publisher of Foghorn Press. "When we say we've got every fishing spot in the state,

we're not kidding. That's 956 lakes, 185 streams, 525 boat ramps, 62 piers, 36 saltwater marinas and 844 bodies of water stocked with trout-- all on At Hand's useful and well-organized web site."

Within each theme of interest, users will have access to in-depth articles, product reviews and travel planning tips specific to that particular theme. For example, within Sports & Outdoors, users looking to find the most scenic mountain bike trail in the Bay area will be able to quickly and easily find a list of trails and maps of their locations within the content provided by Foghorn Press.

"You might not think of a phone company as the one to recommend the best golf course in Northern California," explains Jeff Killeen, "but you would trust a publication such as New York Times Company Magazine Group's *Golf Digest*." By joining with branded and respected publications, our users are given unprecedented access to qualified expertise within a specific area of interest."

#### **At Hand Sports & Outdoors Content in Detail**

Foghorn Press provides in-depth information about California from Foghorn Outdoors, one of the most popular and comprehensive outdoor guides available. Averaging 600-700 pages each, these guides offer campers, anglers, golfers, skaters, beach-goers and adventurers complete information on California recreational areas and events including: *California Fishing, California Golf, California Beaches, California Camping, California Boating and Water Sports, California In-Line Skating* and *Tahoe: The Complete Guide*. Content will be listed with articles for all levels of outdoor enthusiasts and will include detailed information about particular locations and maps.

*Ski Country Access Guide*, one of **HarperCollins' Access Guides**, enhances At Hand's site with the most current information available on Western ski resorts, including lift information, restaurants and lodging. *Wine Country Access Guide* lists popular wineries, wine tasting events, picnic areas and lodging throughout Northern California.

**New York Times Magazines**, has licensed features, tournament and race information from *Golf Digest, Tennis, Sailing World, Cruising World*, and *Snow Country*. In addition, outdoor enthusiasts will find access to more than 650 articles and location and equipment reviews, as well as travel package information.

**World Publications, Inc.** magazines are product-oriented, special interest publications that are written for the water enthusiast. *Sport Diver, Sport Fishing*, and *Windsurfing* will contribute 15 articles each per month to At Hand. Current and archived articles

such as *WaterSki*'s "Five Products To Help You Learn Faster" and monthly equipment features will be showcased.

Making its first appearance on the Internet, **Competitor, Inc.** will offer top sports coverage of California on At Hand. Award winning editorial, training information and extensive event calendars on cycling, running, skating, mountain biking, rock climbing and much more will be published from both *California CitySports(R)*, and *Competitor Magazine(R)*. Local sporting events, equipment reviews, sport retailers, and outdoor places of interest will also be included.

Pacific Bell At Hand<sup>SM</sup> is the product and service of Pacific Bell Interactive Media, a subsidiary of Pacific Telesis Group which is a diversified telecommunications corporation based in San Francisco. At Hand acts as a localized and personalized electronic intermediary through which users can access a wide variety of theme-based information resources and through which businesses can advertise, communicate and transact with consumers. Pacific Bell Interactive Media is located at 35 North Lake Avenue, Suite 300, Pasadena, Calif. 91101. For business information call (888) 4AtHand, fax (818) 585-9774. The information email address is: reachus@athand.com.

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***NOTE TO EDITORS: Several additional press releases are available describing the overall product, the other two theme guides, the participating publishers, and licensed editorial content. For more information contact Jennifer Weissman at Antenna Group, 415-977-1911 or email: jennifer@antgroup.com.***

# News Release

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### **ENTERTAINMENT & LEISURE GUIDE PREMIERES ON AT HANDSM Pacific Bell At Hand's New Website Integrates Editorial Content**

**PASADENA, Calif., June 13, 1996 --** Where can you go to find the best leg of lamb in Laguna Beach? Gene Siskel's movie picks of the week? Where your favorite band is playing this summer? Internet users will soon be able to access Pacific Bell At HandSM to find everything from 1.2 million California merchant listings to restaurant reviews -- literally, everything under the stars. Eight leading entertainment and leisure publications are contributing in-depth editorial content, product reviews, travel information, and more to At Hand, making it the most comprehensive and content-rich California resource on the Web. At Hand ([www.athand.com](http://www.athand.com)) is scheduled to launch this summer.

To date, major publishers providing entertainment and leisure content to At Hand include **American Express Publishing, BAM Media, BPI Communications, HarperCollins Publishers, Playbill, Inc., Time Inc., Tribune Media Services and Zagat Surveys.** Each publisher will provide At Hand with engaging and useful content to be accessible within the Entertainment & Leisure category of the website.

"We're very proud to be working with these notable publishers to create a single place where people on the Internet can find an answer to almost any question about having fun in California," said Jeff Killeen, president and CEO of At Hand. "We expect that Californians will find At Hand to be one of their most valuable resources on the Net."

At Hand is a free, California-specific Internet guide that combines enhanced listings of products and merchants under themes of interest. The first three theme guides on the site are Entertainment & Leisure, Sports & Outdoors, and House & Home. Ten more themes are under development.

"BPI is pleased to add information from two of its flagship publications -- *Billboard*



*Magazine* and *The Hollywood Reporter* -- to At Hand," said John Morgan. BPI's vice president of electronic media. "Our tradition of distinguished entertainment coverage is an ideal fit with Pacific Bell At Hand's emerging role as an online leader."

Within each theme of interest, users will have access to in-depth articles, product reviews and travel planning tips specific to that particular theme. For example, within Entertainment & Leisure, Web explorers seeking the best stomach-churning roller coaster in California will be able to quickly and easily find a list of amusement parks and maps of their locations within the content provided by HarperCollins Access Guides.

"You might not turn to a phone company for a list of the top rock concerts to attend this summer," explains Jeff Killeen, "but you would trust a publication such as *Billboard Magazine*. By joining with branded and respected publications, we can offer our website visitors unprecedented access to qualified expertise within a specific area of interest."

#### At Hand Entertainment & Leisure Content in Detail

*Travel & Leisure*, an American Express Publishing magazine, will be a travel reference for Californians. The special regional editions of the magazine highlight sights, restaurants and attractions that can be linked to merchants within the directory.

**BAM Media** will contribute an extensive merchant directory for the California music scene. The directory includes the California Band Database of band descriptions along with their performance calendars, the California Club Database of listings of California clubs and bars along with a description of each, a California Club Calendar and the California Music Retailer Database that contains listings of CD stores and musical instrument stores. The directory also highlights information from *BAM Magazine*, including music event calendars, CD reviews, and other information to help consumers make educated purchasing decisions.

*Billboard Magazine* and the *Hollywood Reporter*, two **BPI** publications, encourage repeat traffic to At Hand by featuring more than a dozen weekly Top 10 music charts, The Top 10 Film BoxOffice Chart, entertainment briefs, theater, TV and film reviews, and concert and touring listings for Los Angeles, San Francisco, San Diego and Sacramento.

**HarperCollins Access Guides** for Los Angeles, San Francisco and San Diego will be comprehensively covered on At Hand. These popular and essential city guides offer

in-depth content on restaurants, hotels, retailers, attractions and transportation. Access Guides online will help Californians discover new places within their own state, while those visiting California will be able to travel like a native. Maps are full of detail and can be easily printed for quick reference.

**Playbill, Inc.** provides theater listings for all of California, as well as on and off-Broadway showing cities throughout the U.S., theater news related to shows playing at the theaters listed, major theater events across the U.S. and ticket services. *Playbill* also will include theater features such as "The Industry Nitty Gritty," containing casting notices and job listings, and "Feature Stories" that includes articles focusing on productions at theaters in any of the cities mentioned above, local playwrights and actors, plus national awards.

**Time Inc.** will contribute the "Picks & Pans" and "Celebrity News" sections of *PEOPLE Weekly's* magazine to generate repeat traffic to At Hand. These weekly columns are well-known, fun and informative, and include movie entertainment news.

**Tribune Media Services** will contribute the "Siskel's Flick Picks" column to At Hand. Gene Siskel is one of the most well-known movie review columnists in the nation and has a loyal following of readers. This column, along with other movie review sections of At Hand, will give users a number of opinions to consider when deciding which movie to see.

**Zagat Surveys** will include its in-depth restaurant reviews from *Zagat's Restaurant Surveys* for Los Angeles, San Francisco and San Diego. Each listing provides consumers with respected and thorough reviews of thousands of new, classic, known and unknown restaurants. In addition, Zagat Surveys will contribute information from *Zagat's Marketplace Survey* of Los Angeles shopping and *Zagat's Hotel Surveys* with comprehensive listings of hotels, resorts and spas in California and major U.S. cities.

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**NOTE TO EDITORS:** Several additional press releases are available describing the overall product, the other two theme guides, the participating publishers, and licensed editorial.

# News Release

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## NEWS -- FOR IMMEDIATE RELEASE

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### **PACIFIC BELL AT HAND<sup>SM</sup> ANNOUNCES MAJOR PUBLISHERS ENRICHING CALIFORNIA MERCHANT GUIDE Editorial Content To Be Integrated into Solution-Oriented Website**

**PASADENA, Calif., June 13, 1996 --** Pacific Bell At Hand<sup>SM</sup> announced today an extensive line-up of popular publishers contributing branded editorial content for its innovative Internet guide to merchants and products in California. Agreements have been signed with **American Express Publishing, BAM Media, BPI Communications, California State Parks Foundation, Competitor, Inc., Foghorn Press, HarperCollins Publishers, Hearst HomeArts, Los Angeles Times Syndicate, New York Times Company Magazines Group, Playbill(R), Time Inc., Tribune Media, World Publications, Inc., and Zagat Surveys.** Additional agreements and strategic partnerships are expected to be announced when the Pacific Bell At Hand website ([www.athand.com](http://www.athand.com)) opens this summer.

"This unique mix of respected editorial content with comprehensive merchant directories and advertising makes At Hand a distinctive shopping guide that is efficient, informative and entertaining," said Philip Quigley, chairman and CEO of parent corporation Pacific Telesis. "At Hand will add quantum value for our Internet customers."

As Internet users explore At Hand they will find titles of relevant articles listed alongside the directory of 1.2 million California merchants, accompanied by informative, localized display advertising. At Hand will feature articles from many well-known magazines including *BAM, Billboard, CitySports(R), Food & Wine, Golf Digest, Good Housekeeping, Hollywood Reporter, Popular Mechanics, Tennis, Travel & Leisure* and *Wine Country Access Guide*—among many others. At Hand users gain shopping and lifestyle tips from a great variety of resource books such as *California Beaches, California Camping, Playbill Theatre Guides* and *Zagat Restaurant Guides*. The information aids users in pursuing their interests and making better buying decisions.

"Hearst HomeArts is pleased to provide premier home-related content to At Hand," states Kathryn Creech, general manager of HomeArts and vice president of Hearst New Media and Technology. "We agree that combining relevant, branded programming with local directories and advertising is key to creating real usability for Internet audiences."

"Our visionary publishing partners bring tremendous value," said Jeff Killeen, president and CEO for Pacific Bell At Hand. "Like a magnet, At Hand will organize this vast array of information along poles of interest, highlighting the best and most useful content in every category."

At Hand is focused according to themes. Three of the dozen theme guides now in development will launch this summer: House & Home, Entertainment & Leisure, and Sports & Outdoors. For example, if you're longing for the perfect summer picnic, At Hand can direct you to product information about coolers, colorful dishware and great picnic baskets in At Hand's House & Home guide. At Hand might also show you a selection of articles on menu ideas from *Good Housekeeping* or *Food & Wine*, along with useful advertisements on sales nearby. At Hand will even point out articles located in the Sports & Outdoors guide on the best picnic sites in the area, or suggestions for weekend outings from a trusted publisher such as Foghorn Press or World Publishing.

"We've spent ten years mapping the California outdoors and we think it's great that At Hand can put that information right at people's fingertips, right when they want it," said Vicki Morgan, publisher of Foghorn Press whose electronic content, called Foghorn Outdoors, will be available exclusively through Pacific Bell At Hand.

Continuing the picnic example, if it rains on your parade you can check out At Hand's Entertainment & Leisure guide and scan for movie reviews in "Siskel's Flick Picks" from the Tribune Media Service. You could also explore special events and live performances in *BAM* or *Playbill*, to name just a few of At Hand's rich resources.

The At Hand website has been hosting a California sweepstakes which will conclude on June 14. Visit the site to participate in a site-seeing adventure beginning in late June. After the website's grand opening this summer, users can reach At Hand from anywhere on the Internet at <http://www.athand.com> or by simply clicking on the At Hand icon on the Pacific Bell Internet Service. At Hand is an open environment that also points to other relevant websites on the Internet.

"At Hand, one of the premier Internet guides featuring comprehensive regional listings of products and merchants, local advertising and topical editorial content, will be a point and click away for our subscribers," said Rick Hronicek, president of Pacific Bell

**Internet Services.**

Hronicek said At Hand will provide subscribers of Pacific Bell Internet's new dial up Internet access service with "quick and easy access to some of the best of California content."

At Hand and Internet Services are two different branches in the Pacific Telesis family tree. Pacific Bell Internet Services is California's fastest growing full-service Internet access provider serving business and residential customers in the nation's largest Internet market. The company is a wholly owned subsidiary of Pacific Bell, the largest unit of parent company Pacific Telesis Group.

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***NOTE TO EDITORS: Additional press releases are available describing each of the three theme guide, the participating publishers, and licensed editorial content. For more information contact Jennifer Weissman at Antenna Group, 415-977-1911 or email: jennifer@antgroup.com.***

# News Release

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### HOUSE & HOME MOVES INTO AT HANDSM Pacific Bell At Hand's New Website Integrates Editorial Content

**PASADENA, Calif., June 13, 1996** -- Where can you go to find gardening solutions in Sausalito? Tips for do-it-yourself bathtub caulking? Gourmet dinner party menus? Internet users will soon be able to access Pacific Bell At HandSM to find everything from 1.2 million California merchant listings to home decorating guides -- literally, everything including the kitchen sink. **American Express Publishing, Hearst HomeArts, and Los Angeles Times Syndicate** are contributing in-depth editorial content on home.repair, gardening, food and wine, household product reviews, and more to At Hand, making it the most comprehensive and content-rich California resource on the Web. At Hand ([www.athand.com](http://www.athand.com)) is scheduled to launch this summer.

At Hand is a free, California-specific Internet guide that combines enhanced listings of products and merchants under themes of interest. The first three themes on the site are House & Home, Sports & Outdoors and Entertainment & Leisure. Ten additional themes are under active development for future release.

At Hand's House & Home guide features articles that will be useful for practically everyone's lives. Popular publisher Hearst HomeArts (<http://www.homearts.com>), offers interesting content from *Good Housekeeping*, *Redbook*, *Popular Mechanics*, *Country Living*, and *Country Living Gardener*. American Express Publishing's respected *Food & Wine* informs the gourmand, while Los Angeles Times Syndicate's "Do-It-Yourself...Or Not?" column offers essential advice for the handyperson or homeowner.

"Pacific Bell has a premier customer base and a powerful brand. American Express Publishing could not pick a stronger partner with whom to participate in an online venture," said Tim Albright, new media manager at American Express Publishing.

"We're very proud to be working with these notable publishers to offer a single place where people on the Internet can find an answer to almost any question about California," said Jeff Killeen, president and CEO of At Hand. "We expect that Californians will find At Hand to be one of their most valuable resources on the Net."

Within each theme of interest, in addition to state-wide merchant listings, users will have access to in-depth articles, product reviews and tips specific to that particular theme. For example, within the House & Home category, users looking to find the nearest store location selling redwood in their area will find phone numbers, hours of service and maps. While printing up the store's map, one might also find how-to tips on deck building and read product reviews of the best wood sealants on the market.

"You might not think of a phone company as the one to recommend the best summer BBQ recipes," explains Jeff Killeen, "but you would trust *Good Housekeeping* and *Food & Wine*. By joining with branded and respected publications, our consumers are given unprecedented access to qualified expertise within a specific area of interest."

#### At Hand House & Home Content in Detail

**American Express Publishing's** *Food & Wine* will add its creative and well-respected culinary tips, recipes, home entertaining ideas and restaurant reviews to At Hand. Accompanying the publication will be *Food & Wine's* highly acclaimed book, *America's Best Chefs*. Recipes from Wolfgang Puck and 25 of California's finest chefs are available and are linked to California restaurants and gourmet food merchants.

**Hearst HomeArts** is providing home and family related content to At Hand from its Internet site, HomeArts.com, a place where users will find healthy recipes, home care advice, and expert health, relationship and child-rearing guidance. Additional titles provided by Hearst add depth to HomeArts with a comprehensive database of articles on womens' lifestyles, home decorating and entertaining from *Redbook* and *Country Living*, landscape and gardening tips from *Country Living Gardener* and home improvement and repair from *Popular Mechanics*. *Good Housekeeping* is celebrating on the Web with a selection of summer recipes, as well as various articles with titles such as "The Art of Air Conditioner Maintenance" and "Home Office Solutions."

Glen and Katie Hamilton's weekly column, "Do-It-Yourself...Or Not?" from the Los Angeles Times Syndicate will present At Hand users with home repair ideas and offer two pricing and project time alternatives -- one for do-it-yourself jobs and the other for professional contractor services. The Hamilton's are veterans of 14 complete home

remodelings and eight home repair books over the last three decades. New 1996 home improvement articles and more than two years of "Do-It-Yourself...Or Not?" archived columns will be available on At Hand.

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1.888.4AtHand  
[www.athand.com](http://www.athand.com)

Pacific Bell At Hand<sup>SM</sup> is part of today's fastest growing form of communication -- the Internet. At Hand provides a unique combination of business listings and merchant databases, respected editorial and value-added advertising. It is the ultimate tool for Californians and a completely fresh, brand new way to reach your customers.

**There are a lot of guides on the Internet, but they're only as useful as the other sites they point you to.**

### **How is At Hand different?**

At Hand is a web site created specifically for California consumers. It's the Internet guide for all of California. Lots of information logically organized and easy to find. Regionally focused and comprehensive on a local and statewide level. At Hand has information on just about every business in California -- from restaurants to roofers and sporting good retailers to spas.

Users will search for a specific business, needed products and services, or research shopping interests on almost any topic. And the information is comprehensive statewide, so they will search for things in their neighborhood or in any other city in California.

And they get extra information along the way because At Hand is more than just listings -- At Hand gives access to the experts. Buyers are a click away from in-depth articles, product reports and more -- all from respected information sources.

### **At Hand makes finding information easy.**

And that's a plus for advertisers as well as consumers. For example - let's say you own a popular restaurant in Monterey and you're interested in attracting new customers and staying close to your loyal ones. At Hand helps you reach your target by putting your business in front of Californians right when they want you:

- They will search for you by name...
- They will search for you by cuisine and location...
- They will search for you by reviews and ratings...

**And they will find you.**

### **Advertising is information when you need it.**

Californians using At Hand are looking for information and they will find it quickly and easily. Make sure you're there to give them the information they're looking for.

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)

**At Hand<sup>SM</sup>  
Content Partners**

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The Pacific Bell At Hand<sup>SM</sup> website provides a unique mix of respected editorial content with comprehensive merchant directories and relevant advertising. This combination makes At Hand a distinctive shopping guide that is informative and entertaining. We are proud to introduce the first group of content relationships with well-known and respected publishers with a focus on the California lifestyle.

**Editorial Content Providers**

At Hand has signed agreements with American Express Publishing, BAM Media, BPI Communications, California State Parks Foundation, Competitor, Inc., Foghorn Press, HarperCollins Publishers, Hearst HomeArts, Los Angeles Times Syndicate, New York Times Company Magazine Group, Playbill, Time Inc., Tribune Media, World Publications Inc., and Zagat Surveys.

**Entertainment & Leisure**

Travel & Leisure  
Billboard Magazine  
SF Access Guide  
Ski Country Access Guide  
Siskel's Flick Picks  
Zagat's Hotel Surveys

Food & Wine  
Hollywood Reporter  
San Diego Access Guide  
Playbill Magazine  
Zagat's Restaurant Surveys

BAM Magazine  
LA Access Guide  
Wine Country Access Guide  
People Magazine  
Zagat's Marketplace Survey

**Sports & Outdoors**

Golf Digest  
Cruising World  
Sport Fishing  
California City Sport

Tennis  
Snow Country  
Windsurfing  
Competitor Magazine

Sailing World  
Sport Diver  
WaterSki

Foghorn Press Guidebooks: California Fishing, California Golf, California Beaches, California Camping, California Boating and Water Sports, California In-Line Skating, Tahoe: The Complete Guide

**House & Home**

Good Housekeeping  
Country Living  
Los Angeles Times "Do-It-Yourself...Or Not?"

Redbook  
Country Living Gardener

Popular Mechanic

**Pacific Bell At Hand - the 100% California Web Site<sup>SM</sup>.**

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## Internet Demographics

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Internet usage is growing rapidly. By the year 2000 it is expected that the Internet population will grow five fold, with 52 million users worldwide. And with 35% of all Internet traffic originating in California, there's a big opportunity you won't want to overlook.

### Who's on the Internet?

Average Age	34
Male	82%
Female	18%
Married	44%
Average household income	\$50,000
College degree	65%

### California is the single largest Internet marketplace:

California has three times the Internet connections of any other state.  
Approximately 35% of all Internet traffic originates in California.

**It is estimated there are nearly 18 million users worldwide on the Internet today.**  
The majority, or 14 million, live in the United States.

**User growth on the World Wide Web increases approximately 10% each month.**  
The total number of online households (consumer online and Web-only users combined) will increase to almost 35 million by the year 2000.

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)

## Internet? World Wide Web?

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You hear the hype wherever you are. The Internet. The World Wide Web. What does it all mean? And how can it work for you? Here's an overview of what it is, how it works, who's using it and how Pacific Bell At Hand<sup>SM</sup> can make it work for you.

### What is the Internet and the World Wide Web?

In simple terms it can be reduced to about three things: a global communications system, a resource for information of all kinds, and the newest opportunity for reaching consumers. Anyone with a computer, modem, phone line and Internet access can connect to the Net -- and more people are connecting every day. In fact, it's the fastest-growing medium around. It is estimated that nearly 14 million people in the US are using the Net.

The World Wide Web (www) is the part of the Internet that lets you see things graphically, not just text. The Web is a network of many different places called sites. These sites -- or home pages -- are put on the Web by a wide range of people for a wider range of use. Individuals have their own home pages, as do schools and universities, small merchants and large corporations. And the list continues to grow with domains increasing 60% to over 300,000 during the first quarter of 1996.

### How does it work?

You travel from one site to another by typing in the site's address or URL (Uniform Resource Locator) or by clicking on highlighted words within a site. For example to reach At Hand's site, you type [www.athand.com](http://www.athand.com). When you get there you will find a wealth of information and links to other sites. **The Web is information at your fingertips. Click and go.**

### Who uses the Web?

A lot of people including the customers you want to reach. And the numbers grow larger every day, especially in California. There are more connections to the Internet in California than anywhere else in the US:

- 35% of all global Internet traffic originates in California;
- 30% of North American domain names are registered in California.

As an advertiser, that's an audience you can't afford to overlook.

### How it can work for you.

The Web is a dynamic, exciting and occasionally overwhelming medium -- how can you attract this audience and reach consumers? Pacific Bell At Hand makes the Web work for you. At Hand is a web site designed for California consumers -- a place they will use to find the information they want when they want it -- the place where they will find you.

**Isn't the Internet - and Pacific Bell At Hand - where you want your business to be?**

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)

## Why At Hand...

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Pacific Bell Interactive Media  
35 North Lake Avenue, Suite 300  
Pasadena, California 91107  
1.888.4AtHand  
[www.athand.com](http://www.athand.com)

It's simple: if California is where you are -- or the market you're interested in -- At Hand<sup>SM</sup> is where you want to be.

### Ever heard of striking while the iron is hot?

The best place to advertise is where the buyer is looking for you. At Hand gives you the opportunity to get right in front of your target at the most critical stage of the buying cycle - when they're comparing products and services and choosing a merchant. A ready-to-buy customer, a comprehensive listing of information and your advertising ... there's no better place to connect with consumers.

### Consumers will find Advertisers.

At Hand has created a comprehensive package of information that consumers will use to get things done -- to search, compare, locate and buy.

- When they're looking for a product that you carry ... they will find you in our **Theme-Based Shopping Categories**.
- When they're looking for advice ... they will find you in our **Branded Editorial Sections**.
- When they know you by name ... they will find you in the **Comprehensive Merchant Directory**.

**With At Hand you select where you want to be on the site, and we'll put you in front of your customer. We can even help you build your ads.**

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)

**Pacific Bell: In Touch  
With California**

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Pacific Bell Interactive Media  
35 North Lake Avenue, Suite 300  
Pasadena, California 91107  
1.888.4AtHand  
[www.athand.com](http://www.athand.com)

For over 100 years, Californians have counted on Pacific Bell to help them get things done. We've provided tools and resources to make life easier and better. In fact, many of our products -- like the Pacific Bell SMART Yellow Pages® and Pacific Bell Voice Mail -- are used by millions of people every day.

**At Hand is something new. Nothing like it exists for Californians today.**

Pacific Bell is dedicated to keeping pace with high tech. California is the home of technology. As the telephone company for the Silicon Valley and Hollywood, we must stay in touch with cutting edge technologies and new media. Our parent company, Pacific Telesis, has effectively pioneered interactive media and developed new technologies. Things like large scale audio and fax service, wireless video, voice recognition systems, and Personal Communications Services (PCS) keep Californians in front of the technology curve.

Pacific Bell Interactive Media is proud to introduce a product that sets a new standard for usefulness and value -- Pacific Bell At Hand<sup>SM</sup>, an astonishingly comprehensive World Wide Web site that puts everything in California within reach.

If California is where you are or what you're interested in, Pacific Bell At Hand is where you want to be. You can get involved by advertising your business, linking complementary sites, providing editorial material or joining our team. Interested?

**Contact us:**

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For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)

## Ad Production Guidelines

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[www.athand.com](http://www.athand.com)

Advertising with Pacific Bell At Hand<sup>SM</sup> is a new exciting way to reach consumers. To ensure your ad will be as effective as possible, we've developed the following guidelines for At Hand advertisers.

### Design Guidelines for Image and Merchant Ads

Simple, designs and clean graphics are most effective. The background of the ad should be white which will help to incorporate your design and message seamlessly for the user. Up to 14 colors can be used, which can be matched to a specific color palette containing 216 color combinations. Preferred text size is 12 point. We do not recommend HTML text - depending on the users browser, HTML text can be unpredictable. In order to meet the ad file size, anti-alias text should not be used.

### Image Ads (Impact and Info Rich Ads)

Image ads appear adjacent to the theme and content categories. Ad size is 140 pixels wide by 115 pixels deep. Text and images can cover up to 75% of the total ad. Four color photography can be used. Each ad should have a one pixel black border on the left, bottom and right side with no borders on the top. Submit ads as JPEGs or GIFs of no more than 4K.

### Merchant Ads (Neighborhood Ads)

Merchant ads appear adjacent to your listing within the merchant database. The listing contains your business phone number and address so you may wish to highlight other information in your ad. Ad size is 360 pixels wide by 71 pixels deep. Dithered halftones in black may be used. Each ad will be separated from others by a thin black line, borders are not needed. Ads should be submitted as GIFs of no more than 4K. Use a page curl visual and "click here" in the right hand corner of ads that link to storefronts.

### Store Fronts (Content pages that are linked to Image and/or Merchant Ads)

The storefront can be your web site within At Hand. At Hand will reserve a banner space 32 pixels deep across the full width of the top screen and a tool bar 32 pixels deep at the bottom of the screen. Photos, art and other graphics can be used to promote your business. Finished storefront size is 600 pixels wide by a minimum of 225 pixels deep and no more than 500 pixels deep. Ads should be submitted as indexed GIFs, with a recommended file size of 30K for quick downloading. For scrolling pages, use vertical lines to indicate that copy scrolls, and include a page curl visual and "click here" in the right hand corner of pages that link to other storefronts and/or hyperlink to your own website.

### Ad Materials

Most material can be repurposed for ad development. But, whenever possible, using digital art and graphics is best. The closer to original art the better the reproduction quality. In lieu of digital artwork, camera ready material will help ensure consistent ad quality. For more information, call your representative, or Melanie Thorpe at 1.888.4AtHand extension 753. If you choose to have At Hand build your advertising for you, please contact your representative.

For a variety of advertising opportunities, please call toll-free 1.888.AtHand or email us at [sales@athand.com](mailto:sales@athand.com)

## Rate Card

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At Hand (Pacific Bell) Inc.  
35 North Lake Avenue, Suite 300  
Pasadena, California 91107  
1.888.451.1111  
www.athand.com

At Hand offers three primary advertising opportunities:

- I **Impact Ad Packages** -- Motivating, image ads placed on the theme-category screens;
- II **Info-Rich Ad Packages** -- Topical ads placed within the exclusive content areas of the site (some restrictions apply);
- III **Neighborhood Ad Packages** -- On-the-spot advertising placed next to merchant listings that are tied to storefront pages.

### I. Impact Ad Packages

These packages include a Brand Ad and a one-page storefront. All rates and page view estimates are based on launch, through the end of the 1996 calendar year. Display rates only, ad production not included.

Packages	Net Rate	Estimated Page Views	Approximate Net CPM
Route 66	\$30,000	1.5 Million	\$20 CPM
Pacific Coast Highway	\$18,750	750,000	\$25 CPM
Sunset Boulevard	\$15,000	500,000	\$30 CPM
Lombard Street	\$8,750	250,000	\$35 CPM

#### **Route 66:**

Up to three unique ads that rotate throughout the three theme-categories at all levels of the site. Only four packages offered.

#### **Pacific Coast Highway:**

Up to two unique ads that rotate through one theme-category at all levels within the category. Only twelve packages offered.

#### **Sunset Boulevard:**

Up to two unique ads that rotate through three sub-categories within one theme category. Only twelve packages offered.

#### **Lombard Street:**

One ad that rotates through one sub-category within one theme category. Only twelve packages offered.

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at [sales@athand.com](mailto:sales@athand.com)



## Rate Card (continued)

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Pacific Bell Interactive Media  
1000 Northgate Avenue, Suite 200  
Vancouver, British Columbia V6C 1B1  
Canada  
Tel: 604.681.1111  
www.athand.com

### II. Info-Rich Ad Packages

All packages include a Brand Ad and a one-page storefront. All rates and page view estimates are based on launch, through the end of the 1996 calendar year. Display rates only, ad production not included (some restrictions apply).

Options	Net Rate	Estimated Page Views	Approximate Net CPM
Option 1	\$10,000	350,000	\$30 CPM
Option 2	\$7,500	215,000	\$35 CPM
Option 3	\$5,000	125,000	\$40 CPM

#### Option 1:

Up to three unique ads placed within the search and feature article screens of three distinct publications.

#### Option 2:

Up to two unique ads placed within the search and feature article screens of two publications.

#### Option 3:

One ad placed within the search and feature article screens of one publication.

### III. Neighborhood Ad Packages

All rates are monthly. Display rates only, ad production fees not included.

Options	6 Months
Enhanced Listing	Free
Brand Ad	\$450
Storefronts (with Brand Ad):	
1 page storefront	\$650
3 page storefront	\$850
5 page storefront	\$1,000
10 page storefront	\$1,750

#### Brand Ad:

Within the merchant listings, a banner-shaped ad with logo artwork and key information points.

#### Storefronts:

A full page to showcase your promotion offers, products, services, directions, specials -- you name it.

For a variety of advertising opportunities, please call toll-free 1.888.AtHand, or email us at sales@athand.com